

# LED Origin/Destination Mapping Project:

Durham, NC  
Demonstration

# Our Tasks

- Information Needs
- Technical Needs
- Data
- Implementation
- Plan for the Future

# Information Needs

- What are the questions?
  - Where do RTP workers commute from?
  - Where do residents of Durham work?
  - How have commuting patterns changed over time?
  - Where are the bio-tech firms located?
  - Where do workers with experience in industry X live?

# Data

- Improve employer address database
  - Locate those with missing/invalid addresses
  - Split multiple units into single locations
- Improve geo-data
  - Address geo-codes
  - Transit routes and other “layers”

# Implementation

- Demonstrate use
  - Workforce Development
  - Economic Development
  - Other areas
- Raise awareness
- Training and support
- Continuous improvement

# Plan for the Future

- LED data
  - Other analyses of Origin/Destination data
  - Other tools/products
- Links between LED and other data products
  - Additional worker characteristics (education and skills)
  - Additional employer characteristics

# NC's Plan

## ■ Workgroup

- ESC-LMI
- ESC Durham Office
- Greater Durham Chamber of Commerce
- Research Triangle Regional Partnership
- Central Carolina Workforce Development Board
- Durham Technical Community College